

Violets the Vogue

Violets as a costume accessory are finding great favor this spring. In addition, violet costumes are one of the fancies for early spring. We are now showing violet suits with violet Hats, Veils, Gloves and Hose to match.



Misses' Spring Suits

SUITS WORTH TO \$18.50 AT \$13.95
Pretty Panama Suits for the high school girls. Skirts are pleated in the latest styles, jackets are trimmed with moire and braid. Colors are the new shades of tan, old rose, green, gray and as many more as you can think of. Such well tailored, stylish suits are worth up to \$18.50; we will sell them next week at \$13.95.

SUITS WORTH TO \$22.50 AT \$16.50
Well Tailored Suits made of the newest striped serges. Skirts are pleated, coats are the stylish lengths. Trimmings are braid and moire silk. No prettier suits for misses have been shown this season! Values to \$22.50; priced for next week's selling, \$16.50.

New Spring Wraps

NOVELTY CAPES
They are made of chiffon broadcloth and trimmed in buttons. They have the new roll collar and, altogether, they make a very pretty and practical wrap for early spring wear. Special \$16.75.

CHIC COATS
\$15.00 to \$42.50
We show coats for every occasion—motoring, street and evening wear. We call attention to the Rainproof Silk Coats, the Taffeta coats, the White Serge and Broadcloth coats, the dainty Pongee coats and the exquisite Cloth-of-Gold coats. Prices range—\$15.00 to \$42.50.

Calisher's Bargain Basement

Special Prices Monday on Curtains, Sheets and Pillow Cases, Towels and Piece Goods

The Calisher Basement is always full of bargains but at this season of the year—when new curtains are needed and household stores must be replenished—it affords opportunities for saving that no good housekeeper can overlook. The items below are only a few of the Monday specials.

CURTAINS
Eern Novelty Lace Curtains, full size, in dainty new patterns. Regular price \$2.75 a pair; on sale Monday at \$1.55.

White Swiss Curtains—some ruffled and tucked, some just ruffled. Worth 75c a pair; special Monday, 49c.

CURTAIN MATERIALS
Curtain Serim, striped and figured, in a variety of colors. Worth to 30c a yard; special Monday 17c.
Spring Silkolines in all sorts of pretty designs. 36 inches wide and worth 15c a yard; Monday special at 9c.

SHEETS AND PILLOW CASES
72x90 Linen Finished Sheets, made with good, deep hems. Should sell 65c each; offered Monday at 45c.
42x36 "Pepperill" Pillow Cases worth 20c each; special Monday 14c.

A Marvel In Modern Merchandising

Special Purchase of Manufacturers' Model Silk Dresses Gives Calisher Customers Unheard of Values

See Special Window Display of These Dresses

We have just received, from our New York buyers, the silk and wool dresses that were used as models this spring by a dozen or so of New York's foremost dress manufacturers. As a consequence, these dresses are authentic 1910 spring styles and our buyers obtained them at practically cost. We could take these dresses and put them in our regular stock and sell them at the regular prices, but we prefer to give them to you, as a sort of early-season sale, in the three following lots:

Calisher Ready-to-Wear

The New Suits at \$13.95 to \$75.00

Briefly stated, our showing of Women's spring suits for the coming week is as follows. Read these brief descriptions, see the window display and, above all, come in and see the suits themselves.

SUITS AT \$13.95
Well tailored models, made of Panamas in solid colors and tastefully trimmed. They are, really, exceptional values at \$13.95.

SUITS AT \$14.50
Coats are 26 inches long—collar, cuffs and lapels are finished in moire silk. Skirts are pleated. The material is a fine worsted serge in navy blue and black with white hairline stripe. You won't find nicer suits anywhere at this price—\$14.50.

SUITS AT \$23.95
This being a favorite price—the one that meets the requirements of the majority of women—we take special pains to offer a big and varied collection of suits. Judging from the heavy selling the past week, these are the best suit values of the season. At \$23.95 we offer suits of French serge, sacking, storm serge, plain and fancy Panama, plain and two-toned wales. The color range includes artichoke, Nevers blue, pale green, yellow green, old rose, lavender, violet, champagne, pebble gray, stone gray, black and white checks, white, moire and navy blue. Coat lengths vary, so do skirt styles. Trimmings, where trimmings are used, are braid and moire. If you want a suit at a moderate price, you will find it in this lot—at \$23.95.

SUITS AT \$27.50
Two-toned and plain, English Wale Serge Suits. Most of them are quite elaborately trimmed—with handsome braids, fancy buttons and Persian trimmings. A splendid color range is offered—and only one suit of a kind. Price \$27.50.

SUITS AT \$32.50
Handsome broadcloths, serges and wales are the materials. These are exclusive style suits and no duplicates will be seen. Many mannish tailored models are shown as well as the more elaborate suits for reception and afternoon wear. \$32.50.

SUITS AT \$37.50 and \$42.50
Exclusive models, of course. Materials are imported wale serges, imported French serges and fancy panamas. The French serge suits are handsomely trimmed in braid, buttons and Persian trimmings. The wale serge suits are, mostly, mannish tailored models whose beauty lies in their perfect lines. Every color is offered—at \$37.50 and \$42.50.

ONE SUIT AT \$52.50
It's a very handsome suit. The coat is one of the new Russian semi-bouffant styles. Has long Tuxedo roll collar of moire silk of same color as the suit. The skirt is pleated and in tunic effect. This suit is made of imported French serge in the new French gray. We consider it an exceptionally high class suit for the price—\$52.50.

ONE AT \$57.50
A French serge suit in the new violet shade. 30-inch tight-fitting coat, elaborately lapelled in self color, and finished with satin embroidered roll collar and amethyst-set buttons. Skirt is tunic style, and braided. A very handsome, exclusive suit! Price \$57.50.

ONE AT \$75.00
A French serge suit of the new yellow. Coat is tight-fitting, heavily trimmed in the same shade of silk braid. Skirt in the newest pleated style with braided belt to match. A suit handsome enough for almost any occasion—\$75.00.

MONDAY SPECIAL

Men's Handkerchiefs

Full size, all linen hemstitched Handkerchiefs. They sell regularly as high as 15c each; special Monday at 9c.

EXTRA SPECIAL—

Linen Section—45x22

Hemmed Bath Towels, regular 35c towels; a Monday bargain at 23c.

32-inch very fine India Linon, sells regularly at 30c and 35c a yard; special Monday at 22c.

The Calisher Millinery

The Millinery Section is fast filling with the most beautiful creations of the present season. Of course, tailored styles have the first call. These are shown in variety, from such celebrated makers as Castle, Gage and Fisk. For the coming week, in addition to the general advance display, special attention is called to one lot of Tailored Hats at \$4.95.

The Calisher Millinery Annex

Already, our new Annex is proving a boon to Calisher customers. As the season advances it is bound to grow in popularity. This department is in charge of an experienced trimmer. In case you can't find just what you want in the Millinery Section, it will be an easy matter for you to have a hat fashioned in the Annex according to your own ideas.

Embroideries and Laces

EMBROIDERIES

Worth to 60c at 35c a Yard

Long Cloth Corset Cover Embroideries—a variety of patterns to choose from. Regular prices range to 60c a yard; special Monday at 35c.

ALLOVER LACES
Worth to \$1.50 at 95c a Yard
An introductory special on the beautiful Oriental Lace Allovers. These are going to be, our buyers tell us, the most popular laces used this spring. They are certainly the most beautiful. Monday only we offer Eern, Cream and White Allovers worth to \$1.50 a yard at, very special, 95c.

NOTE—The new Persian Band Trimmings are not to be overlooked.

MOIRE LACES

ARRIVING DAILY

Edgings, Bands and Allovers—for trimming dainty summer frocks—are coming in all the time. Particularly attractive are the new patterns in Baby Irish and Oriental. Come and see them; it will be a pleasure to show them to you.

Silk and Wool Dresses Worth to \$16.50 for \$9.95

Impossible to describe them; there are no two alike. All the spring colors are represented, and the dresses are trimmed in lace and braids. They are worth, wholesale, as high as \$16.50; on sale beginning Monday, choice for \$9.95

Silk and Wool Dresses Worth to \$22.50 for \$12.98

In this lot you'll find, among others, fancy foulard dresses, fancy messaline dresses, taffeta dresses, Tula silk dresses and dresses of soliel. They're trimmed in the newest lace and gold combinations and in braid. They come in every new shade of the spring. Dresses that should cost us wholesale up to \$22.50; priced, beginning Monday \$12.98

Silk Dresses Worth To \$30.00 for \$14.95

This lot affords a splendid opportunity to purchase at less than cost of material a silk dress of the newest style and highest type. The materials are messaline, foulard, Tula silk, soliel, messaline and black and white checked taffeta. The colors are parvo, greens, violet, yellow, tan, artichoke, blues, black and novel color combinations. Rich braid, heavy lace and handsome embroidery trim these dresses. There are plenty of tunic effects in the lot. Wholesale prices range to \$30.00; our price, beginning Monday, is \$14.95

Next Week In Waists

New arrivals are coming in daily in the Waist Section. We mention below a few of the better values.

WAIST SPECIAL
Values to \$3.00 for \$1.75
New style lingerie waists—some lace-trimmed in various ways, some embroidered. Waists that should sell up to \$3.00; you have choice Monday at \$1.75.

WAIST SPECIAL
Values to \$1.85 for 95c
All sorts of waists in this big special—tailored and trimmed styles. They are made of white and colored madras and poplin. Values to \$1.85; priced beginning Monday, 95c.

TAILORED AND LINGERIE WAISTS

At this price we offer you tailored waists of linen, madras and dimity. Also, dainty lingerie waists of mail, mercerized batiste and lawn. If you need waists, you want to make selections early from this lot. Sizes 32 to 44. Price, next week, is \$1.25.

WAISTS WITH JABOTS
A new style conceit. Don't overlook this showing. Prices range \$4.50 to \$8.50.

Monday Specials from the Art Goods Section

15c PILLOW CORDS 9c
Silk Pillow Cords of different colors, worth to 15c a yard; priced for Monday 9c.

20c PILLOW COVERS 10c
Sofa Pillow Covers all ready for use. They are made of silkoline in pretty flowered patterns. Worth 20c each; special Monday 10c.

35c PILLOW TOPS 19c
Stamped Sofa Pillow Tops of denim, linen and similar materials. Priced ordinarily up to 35c; special Monday, choice for 19c.

75c PILLOW TOPS 39c
A second lot of Stamped Sofa Pillow Tops in a number of new and effective designs. Worth to 75c each; priced for Monday's selling 39c.

In the Knit Underwear Section—2 Monday Specials

75c CORSET COVERS 59c
These are Women's White Gause Corset Covers. They are unusually well shaped, and finished at the neck with silk tape. 75c values; special Monday 59c.

CHILDREN'S SLEEPING GARMENTS
Ribbed, Fleece-Lined Sleeping Garments made of eern cotton, worth 75c, special Monday 40c.

Monday Special—

Women's Hose

Black, Silk Gauze Hose with linen heels, soles, toes and deep garter tops. These hose are worth up to \$1.75 a pair; we price them for Monday's selling \$1.23.



Wash Goods Monday Specials

FANCY PIQUE 23c
27-inch Fancy Pique, suitable for suits and waists. Comes in stripes and figures in a big assortment of colors. Special Monday, per yard 23c.

35c POPLIN 25c
Fast Color Poplin, 40 inches wide, in about 20 of the newest shades. This will make you beautiful dresses! Regular price 35c a yard. Special Monday 25c.

FOR THE CONFIRMATION DRESS

The time draws near for the Confirmation ceremony. It is to supply the dress required that we offer the following prices. Any one of these fabrics would make a dainty dress and, at Monday's price, it wouldn't cost much.

72-inch French Organdie at 75c a yard.
46-inch Imported Batiste at 75c, \$1.00 and \$1.25 a yard.

French Messaline, the 75c grade, at 50c a yard.

French Messaline, the 90c grade, at 65c a yard.

French Messaline, the 1.25 grade, at 90c a yard.

New Silks

Monday Specials

\$1.50 SILK FAILLE \$1.23
27 inches wide. Comes in vapor, coral, wood rose, raisin, copper, granite, tampo, emerald, tan, scarlet, old rose, wisteria, light blue, pink, navy blue. Copenhagen blue, black and white. Should sell for \$1.50 a yard. An Introductory Special Monday at \$1.23.

"LA TOSSA" \$1.25
One of the favored spring silks is "La Tossa." 27 inches wide, in white and all the spring shades; it is priced \$1.25 a yard.

75c PONGEE 48c
Silk and Linen Pongee, in the natural color, is an extra special for Monday. It is 27 inches wide and worth 75c a yard; special Monday at 48c.

MADERIA CREPE \$2.00
This beautiful spring material, in the 42-inch width, is priced \$2.00 a yard.

\$1.25 SPRING WOOLENS 89c
Storm Serges and Panamas, 44-inch widths. In bronze, old rose, artichoke, tan, golden brown, navy blue, cardinal, gray, olive, scarlet, black and white. Sell regularly \$1.25 a yard; Introductory Special Monday 89c.

The New Maline Bows 25c Each

A big shipment has just arrived of Maline Bows, the latest novelty in neckwear. All sorts of color combinations are shown, and the price is only 25c.

SPECIAL—We call your attention to Maline, Tulle and Netting Bows at 35c each

Monday Special Hand Bags

All shapes and sizes in high class bags—such leathers as seal, walrus and alligator. Gold trimmings or gun metal trimmings, strong frames, good fastenings. Just what you need to accompany the new suit. Priced Monday \$3.95.

SPECIAL—Women's Handkerchiefs

Crossbar Linen Handkerchiefs finished with dainty hemstitched edge. Regular 12 1-2c handkerchiefs and cheap at that price; special Monday 8 1-3c each, 3 for 25c.

Notions

Ironing Wax with wooden handle, reg. 2 for 5c; Monday 1c each.

Steel Thimbles, regularly 10c each—Monday 5c.

Pearl Buttons, worth to 45c a dozen; Monday at 5c a dozen.

Large Pearl Buttons, suitable for dress or suit trimmings, sell regularly 50c per card of six; priced for Monday 10c a card.

35c SCISSORS 19c
8-inch Self-Adjusting Scissors, made of A1 steel. Worth 35c a pair; special Monday 19c.

Toilet Articles

25c bottles of Listerine for 15c. \$1.00 bottles of Newbro's Herpicide 69c.

"Sanitol" Face Powder, a 25c value, for 16c.

Williams' Shaving Soap, regularly sells at 5c; Monday at 3c.

25c cakes of Pears' Unscented Soap 15c.

40c BRUSHES 19c
All sorts of Hand and Nail Brushes—all have good bristles. Sell regularly 40c each; very special Monday—Monday only—at 19c.

ABOUT MAIL ORDERS

This spring we propose to further perfect our Mail Order Department. We are desirous of giving mail order customers the same advantages as local people. Let us know your wants and they will be supplied satisfactorily.

Calisher's

J. Calisher Dry Goods Co. (Incorporated)